

NEWS LETTER

SEPTEMBER 13, 1922

CHAPEL HILL, N. C.

DOES NORTH CAROLINA READ?

OUR PUBLIC LIBRARIES

Does North Carolina read?

Does North Carolina believe in owning automobiles?

Does North Carolina believe in having good roads?

All three of these questions, put to the average North Carolinian a dozen years ago, would have been answered instantaneously in the affirmative. But in all three instances the answer would have been accompanied by a mental reservation implying that books, automobiles, and roads were, after all, the luxuries or the hobbies of rich people or visionaries. Like book-farming, they were held in but slight regard and certainly were not considered as tools to be used by the average man for real assistance in the work of the world.

On March 31, 1922, three months before the registration year closed, North Carolinians owned 148,527 automobiles, approximately one automobile for every single book in the public libraries of North Carolina. Or, one automobile housed in a garage for every book shelved in a public library! And there is not a farmer in the State who does not consider his Ford an indispensable means to promote the welfare of his household and farm. To him his machine is not a luxury. It is an absolute necessity!

And so with good roads. They cost money, piles of it, millions of it. But they are worth every penny they cost and more, and everybody knows it. They are the solid realities over which an awakened State moves to a higher plane of civilization.

But so far, books remain in the luxury class. North Carolina, by and large, has not recognized them as tools to be utilized like automobiles and good roads in building a finer civilization.

Books are Tools

Lawyers require books to try cases. Highway engineers plot curves and grades with instruments and engineering handbooks. Doctors read journals to keep informed concerning the progress of surgery and medicine. Teachers study books in order to be better teachers. But, so far, the bankers, the merchants, the manufacturers, the farmers, the laborers, the housekeepers of North Carolina have not recognized books as absolute necessities.

And as a result they are standing in the way of their own advancement not only in the broader fields of educational and cultural development, but in the primary, fundamental economic concern of winning bread and butter.

For books are tools for getting ahead, a fact which the directors of the highly organized automobile and cotton industries of Detroit and Worcester have recognized, and which North Carolinians and Southerners must also realize if they make all they should out of the wonderful resources they possess.

The laboratory and the library combined must be brought to bear upon the soil, the orchards, the forests, the streams, the cotton in boll and lint, if they yield the State, rather than New England or some other section, the toll which failure to utilize them will inevitably entail, as has already been true in the case of cotton seed oil, fertilizers, and finishing mill industries. Books in this sense are tools, and the State that fails to use them will inevitably pay tribute to those that do.

What Statistics Show

But does North Carolina read?

North Carolina bought more books per capita in 1855 than in 1920.

This statement, made in the summer of 1921 by the head of a New York publishing firm which has been in business for nearly a century, does not tell the whole story about North Carolina's reading habits. No statement can; for the necessary statistics covering the subject are not available and they cannot be assembled.

But it tells something. It tells the same story which North Carolina authors hear when they seek a publisher for manuscripts which have only a local, state appeal; namely, that North Carolina is one of the poorest book markets in the forty-eight states. It harmonizes with the fact recently given wide publicity in Schools and Society, the Library Journal, and the Universi-

ty News Letter, that North Carolina had in her public libraries two years ago only 144,204 volumes, or 56 to every 1000 inhabitants, in which particular she was saved from the disgrace of standing at the foot of the column of the sisterhood of states by Arkansas with 36, while New Hampshire topped the list with 1778, or 35 times as many!

The statement is also in keeping with the fact published in the June number of the North Carolina Library Bulletin, that only 35 of the 62 towns in the State having populations of from 2,000 to 48,000 have public libraries, and that the State contained only 64 public and semi-public libraries for all of its more than two million and a half inhabitants, or an average of one library to every 40,000 inhabitants. Furthermore, thirty of these 64 libraries reported incomes for all purposes ranging from \$16.95 to \$950.17, and the 64, plus three colored branches, reported a total income of only \$83,031—the price of 170 Fords, or 59 Buicks, or approximately 3.25 cents per man, woman, and child for all North Carolina. Winston, with a population of 48,395 led with \$8861—a per capita expenditure of eighteen cents, whereas the standard recommended by the American Library Association is \$1 or five times as much. Charlotte, Raleigh, and Greensboro had library incomes above \$8000; Asheville and Durham received \$7445 and \$6757 respectively. The grand total spent for books by the entire 64 public libraries of North Carolina was \$22,162 for the 2,550,123 inhabitants of the state.

Small Circulation

The statement tells something more. A State which does not buy books does not read books. Only 85,882 North Carolinians were registered as borrowers of these 67 libraries, an average of one person in every 30 in the State, and the total circulation of the 213,408 volumes in the libraries amounted to only 727,905, or slightly more than three readers per volume. Asheville, with a book collection of 10,949 and a population of 28,504, circulated 99,218 volumes, the largest total for any North Carolina city, which, when measured by the standard turnover of five per capita should have been 142,520. Concord, with 4378 volumes and a population of 9903, circulated 51,729, thereby winning from Burlington by the narrowest sort of margin and establishing the highest turnover recorded in the State—11.8 per volume, or 5.2 per inhabitant.

In addition to these loans, the North Carolina Library Commission circulated 616 traveling libraries of 40 volumes each in 414 stations in 98 counties, and loaned a total of 15,659 titles through its package library service. But with all this done, the circulation of publicly owned library books in 1921 amounted to less than one volume to every three persons in the State!

Bricks without Straw

Barring the specially favored localities served by the 67 town libraries and the library Commission, more than 2,000,000 North Carolinians had no library facilities in the usual meaning of that term, and lacking these, they were attempting to make brick for a finely constructed, abiding civilization, without a very necessary sort of straw.

Local Authors Fare Badly

Miss Nell Battle Lewis, writing recently in the News and Observer about North Carolina's failure to produce outstanding names in the fields of literature and art, might have said that no local authors work save those of O. Henry and Tom Dixon (local by courtesy, as their work was done elsewhere) had broken into the class of what the Bookman styles best sellers. Information concerning sales of publications by local authors is extremely difficult to secure. But except in the case of books placed on the school lists no book published in the last ten years, has, so far as I can discover, reached the 10,000 mark attained by Wheeler's History of North Carolina in the fifties, which, by the way, was the period mentioned by the New York publisher. Hamilton's Reconstruction in North Carolina, a serious piece of historical writing covering possibly the most interesting period of history in the life of the State, stopped selling at the 250 mark. Dr. E. C. Brooks in three years sold an edition of 1200 copies of his compilation of North Carolina Poems. Education and Citizenship, the memorial volume of addresses by the late President Edward Kidder Graham, in spite of the fact that there were from 10,000 to 12,000 living alumni of the University and thousands of North Carolinians who held him in highest esteem, reached a total sale of only 1500 copies. Songs Merry and Sad, and Lyrics from Cotton Land, by McNeill, and Idle Comments, by Avery, ran through two editions of 1000 each. Where Half the World is Waking Up, an interesting book of travel by Dr. Clarence Poe, and backed by the advertising department of the widely circulated Progressive Farmer, reached 3000 sales and then stopped still; while Connor and Poe's Life and Addresses of C. B. Aycock, the friend and idol of untold thousands of his fellow citizens, reached a total of 5000, or one half the number of the copies of Wheeler's History sold back in the fifties.

Current Books

Statistics for current books by outside writers are difficult to secure. The Greensboro Daily News recently noted

editorially and repertorially that since it had been printing a book review page in its Sunday editions a decided increase in the sale of books in the local book stores had been witnessed. Local libraries have also stimulated the sale of current publications. But North Carolina is not getting her capita quota of new books. The following record of sales of four of the most important books of recent years, secured from a representative book dealer for his store in seven North Carolina cities, bears damaging testimony. The books were Main Street, by Lewis; The Outline of History, by Wells; The Economic Consequences of Peace, by Keynes; If Winter Comes, by Hutchinson.

Main Street - Asheville 300; Charlotte 250; Winston 100; Greensboro 250; Durham 50; Raleigh 200; Wilmington 30; total 1180.

Outline of History - Asheville 25; Charlotte 45; Winston 1; Greensboro 50; Durham 15; Raleigh 100; Wilmington 3; total 239.

Economic Consequences of Peace - Winston 1; Wilmington 2; none sold by the dealers reporting in Asheville, Charlotte, Greensboro, Durham, or Raleigh. Total 3.

If Winter Comes - Asheville 125; Charlotte 250; Winston 50; Greensboro 100; Durham 25; Raleigh 200; Wilmington 34, total 784.

Obviously, these are not complete records. Yet they are the partial records of seven of the most representative communities of North Carolina whose book stores, public libraries, and study clubs reach as high a state of organization as can be found in the State

and whose book buying habits are unquestionably far in advance of those of village and rural sections whose book stores and libraries are wanting and whose knowledge of the book market is slight.

Size of Libraries

A year ago, while visiting the libraries of Massachusetts, I made the discovery that a city like Salem, Massachusetts, with a population of 42,529, had a public library of 70,000 volumes, an association or subscription library of 30,000 volumes, a scientific library of 120,000 books and 405,000 catalogued pamphlets, and a law library of 30,000 volumes. I found that this one city of Salem, with its 100,000 volumes in its public and association libraries, had 10,000 volumes more than the combined book collections of the public libraries of Asheville, Winston, Charlotte, Durham, Greensboro, Raleigh, and Wilmington (89,033); that its law library of 30,000 volumes was the equal of the libraries of the University Law School and the Supreme Court of North Carolina combined; and that its scientific library (the library of the Essex Institute) contained approximately 60,000 more catalogued titles, including pamphlets, than all the 39, North Carolina colleges and universities, white and colored combined. Or, stated differently, the catalogued, accessible books of the combined libraries of this one city of 42,000 inhabitants, more than equaled those of the 64 North Carolina public libraries, with 405,000 catalogued monographs and pamphlets to boot!—L. R. Wilson, Librarian University of North Carolina.

STATISTICS OF PUBLIC LIBRARIES

In North Carolina, in 1921-22.

Abridged and reprinted from the North Carolina Library Bulletin for June, 1922.

Place	Name of Library	Total Income	Vols. Added	Total Vols.	No. Borrowed	Circulation
Aberdeen	Page Memorial	\$263.24	36	2250	330	1160
Albemarle	Public	169.57	73	981	204	3408
Andrews	Carnegie	492.46	328	1528		6098
Asheville	Pack Memorial	7445.00	1500	10946	4073	99218 2
Beaufort	Beaufort	91.00	198	198	56	
Belhaven	Belhaven	117.00	150	147	260	998
Benson	Young People's	60.91	74	159	79	
Brevard	U. D. C.	357.15	307	1879	235	5456
Burlington	Public	3805.00	411	2415	1985	28659
Canton	Champion Y. M. C. A.		453	1057	165	3283
Charlotte	Carnegie	8664.49	931	11109	8792	66234
Concord	Public	3272.67	870	4378	4772	51729
Davidson	Presbyterian Church	61.11	45	716		1566
Duke	Duke		156	640		
Durham	Public 3	6757.51	2166	9872	5166	63825
Edenton	Shep.-Pruden Mem.	1025.36	229	1338	632	12170
Fayetteville	Civic Association		134	1663	262	
Franklin 1	Public					
Gastonia	Public	3162.63	592	4345	2300	31474
Goldsboro	Public	3320.66	630	4675	1456	18096
Greensboro	Public 3	8341.41	1144	16995	3134 4	56470
Greenville	Public 1					
Hamlet	S. A. L. Traveling			4283		6637
Hendersonville	Public	1217.89	387	3317	1127	20305
Hickory	Public					
Highlands	Hudson	126.88	191	2793	400	3650
Hillsboro 1	Hillsboro					
Hudson	Dixie	45.51	49	845		1129
Kinston	Public	908.30	87	2590	189	
Ledger	Good-Will Free	50.00	50	10020	200	1600
McAdenville	R. Y. McAden Mem. 1			2150		
Marion	Florence Tho. Mem.	142.17	50	690		
Montreat	Cora A. Stone Mem.	56.41	70	3275	177	
Mooresville	Free	324.50	15	1249		
New Bern	Library Assoc.	1161.23	247	4500	394	13915
Niagara	Webster Public 1	16.93	265	1288	35	331
Oriental	Woman's Club		60	57	126	
Oxford	Oxford Sub.	233.50	149	1631	150	2000
Pinehurst	Pinehurst	271.30	197	2347	292	2563
Raleigh	Olivia Raney	8435.46	692	16849	4292	60509
Reidsville	Public 1	200.00	129	1183	1124	2937
Rockingham	Public	1200.00	416	1500	850	
Rocky Mount	Public	2580.00	278	1264	826	
Rowland	Public	338.42	62	934	91	2500
Rutherford Col.	Carnegie	426.75	39	1200	100	
Rutherfordton	Rutherfordton		800	800	75	
Salisbury	Public 1	300.00	24	1547	3375	3441
Saluda	Julia F. Goelet Mem. 1		95	3000		
Sanford	Sanford 1					
Scotland Neck	Public	366.04		739		
Shelby	Public	569.25	77	1060		3125
Smithfield	Women's Club		196	765		2353
Southern Pines	Southern Pines	217.00	1231	1231	200	
Southport	Public	217.15	944	3969	755	5477
Spencer	Y. M. C. A.		500	150		
Statesville	Women's Club	136.00	246	684	612	3374
Tarboro	Edgecombe Pub.	564.00	307	1476	150	3705
Tyron	Lanier	121.53	375	3961	250	
Washington	Public 5		181	4361	212	7140
Waynesville	Waynesville	629.30	66	314	145	667
Whitefield	Public		952	10168	7509	24174
Wilmington	Public	2766.38	453	1251	759	8265
Wilson	Wilson County	950.17	1524	13101	4178	51520
Winston-Salem	Carnegie	8861.10				
Total		\$80,841.03	21,315	200,142	82,696	681,186
Charlotte (colored)		800.00	122	7666	2658	38513
Durham (colored)		840.00	225	2987	528	4206
Laurinburg (colored)		550.00	500	2613		4000
Total		\$2,190.00	847	13,266	3186	46719
Grand total		\$83,031.03	22,162	213,408	85,882	727,905

1. No report received during this year. 2. Includes 2180 periodicals. 3. Includes county. 4. New registration. 5. Closed for reorganization.

NEWS LETTER

SEPTEMBER 20, 1922

CHAPEL HILL, N. C.

DOES NORTH CAROLINA READ?

SCHOOL LIBRARIES

Sir Francis Bacon, in his essay on Studies, said that reading makes the full man. If he had been called on to offer an illustration applicable to present day life, he probably would have said that reading on part of the average voter would enable him, when he talked politics, to discuss the principles of public issues rather than the personalities of candidates who happened to be running for office.

Inasmuch as reading, in the Baconian sense, makes the full man, it is in order to ask what North Carolina is doing in this particular for the 850,000 children who are of the proper age to attend her common schools, the 40,000 or more pupils enrolled in her high schools, and the 10,000 students enrolled in her 32 colleges.

Rural School Libraries

Prior to March 1901, the common schools had, practically speaking, no books. By legislative enactment in 1901 provision was made for the establishment of \$30 original libraries containing an average of 85 volumes, and later \$15 supplementary libraries containing 35 volumes. On November 30, 1920, the last date for which statistics are available, there were 4960 of the original libraries, containing a total of approximately 421,600 volumes and costing \$148,800, and 2331 of the supplementary libraries, containing 81,565 volumes and costing \$34,965. One half of the common schools of the state had no libraries at all. That is, in the twenty years from 1901 to 1920, \$183,768 was spent to acquire 503,165 books for one half of the school children of the state to read. To date, the other half have gone unprovided for this specific purpose except as they have drawn upon funds other than those appropriated by the state and counties.

In addition to the fact that no provision has been made for one half of the schools, it is also true that failure to provide the most careful sort of oversight has resulted in many instances in only their partial use. Questionnaires covering the white schools of Orange, Guilford, and Wayne counties for 1921-22 show the following situation:

Orange County

Of 48 white schools in Orange, including the graded schools of Chapel Hill and Hillsboro, seven have no libraries whatever, and the 1586 pupils enrolled have access to a total of 3692 volumes, or slightly more than two books per pupil. Eighteen of the 41 libraries are open only during the session. In answer to the direct question How much are the books used during term time, ten out of the 25 teachers answering responded, Not very much! One high school spent \$150 for new books. Three other schools spent \$10, \$20, and \$5 respectively for new books. The other 44 spent nothing. Four schools subscribed for a total of 23 newspapers and magazines, the other 44 for none. Practically every teacher reported the presence of some books in the homes of the pupils, but one concluded the questionnaire with the comment that the patrons seemed to take scarcely any interest in schools, books, or newspapers.

Guilford County

In Guilford county 70 schools reporting 7333 pupils enrolled. The city schools of Greensboro were not included. Forty-six of the schools taught only the first seven grades; 24 taught from three to four grades of high school subjects. Sixty-two of the 70 had libraries with a total of 8,975 volumes. Only 25 of the libraries were open in the summer, 29 reported a monthly total circulation of 1165 or 40 volumes per school, and only \$743.15 or ten cents per pupil was spent for new books during the year. Twenty schools possessed an encyclopedia, 27 an unabridged dictionary, and 15 subscribed for newspapers and magazines. The others lacked these indispensable aids to first class school work. Teachers indicated the presence of books and papers in the majority of homes, and a number of schools reported the use of library material from the public library at Greensboro which maintains a county service.

Wayne County

Forty-eight schools outside of Goldsboro in Wayne county reported 3331 pupils enrolled. Forty-five possessed libraries totaling 4041 volumes, and 24 were open in the summer. Fourteen schools reported a total monthly circulation of 254 volumes or an average of 18 per school per month. Nineteen schools reported efforts to improve their libraries, a total of \$195.10 having been raised for this purpose. Nine schools owned an encyclopedia, 26 an unabridged dictionary, and 13 subscribed for periodicals. Forty of the teachers reported the presence of papers and magazines in the homes of the pupils, and 37 the presence of books.

HIGH SCHOOL LIBRARIES

Figures for high school libraries in North Carolina are practically non-existent. No special fund other than that for the \$30 and \$15 libraries has been appropriated by the state and counties for the purchase of books for high school libraries, and as a result no record has been kept by the state department of Education. The latest statistics by the United States Bureau of Education were issued in 1915 and consequently are entirely out of date. Schools here and there have secured funds for books in various ways, but no permanent policy has been provided for their steady adequate upbuilding. Only in 1921 was the standard of 300 volumes for junior high schools and 500 volumes for senior high schools set by the State Educational Department as a pre-requisite to being placed in the class of accredited schools, and an adequate list prepared by the State High School Inspector from which the books could be selected.

Book Collections Small

How deplorable the situation has been was indicated by the answers to a questionnaire concerning high school facilities submitted to 100 Freshmen in the University in 1921-22. Of the 100 Freshmen, 96 replied that they had the use of some form of library in high school. Four had not. Seventy-six reported the presence of reference books in the school library. Eighty-five had access to an encyclopedia or unabridged dictionary, fifty-eight to an atlas, and thirty-nine, through their connection with the High School Debating Union, had used package library material from the University Library and twenty-six from the North Carolina Library Commission. Only 33 had had access to a public library, had learned how to use a dictionary card catalogue, and were able on the first day of their college career, to use the tools which a great college library places at the disposal of its students. To the other 67 the card catalogue, the periodical indexes, the bibliographical works, the whole library, in fact, around which their college work should revolve, was an unknown quantity. These 67 presented the necessary 15 units in English, history, science, and language. But the fundamental unit, the unit of knowing how to use a well-equipped modern library, they, and their less fortunate high school classmates who stayed at home and whose future self-education is almost entirely dependent upon the use of what Carlyle called the peoples' university—the public library—they failed to acquire.

A Beginning Made

With Winston and Durham and Wilson high schools, to mention three leading high schools out of the 474 high schools of the State, putting trained librarians in their high schools in September for the first time, with the high school lists and standards adopted only within the last twelve months, and with no fixed fund from which a minimum of fifty cents per high school pupil per year can be drawn for high school books—the standard expenditure adopted by the National Education Association, North Carolina has far to go to put her high school libraries on a proper foundation. Fortunately she is beginning to see the goal, but the race is yet to be run and won.

COLLEGE LIBRARIES

The plight of North Carolina colleges in general was set forth in these col-

ums and those of the State press in 1920-21. A situation was therein presented which aroused the citizenship of the state as it had not been aroused since the passage of the constitutional amendment in 1900, with the result

that the state and many of the various churches of North Carolina came generously to the support of public and private institutions alike.

Books Lacking

But emphasis in the campaign had to be placed on dormitories and dining rooms and classroom buildings to house the young men and women who were knocking at the doors of the colleges rather than upon the upbuilding of book and periodical collections in the libraries of the colleges. The libraries profited, to be sure, as the result of the increased support; but as compared with those of institutions in other sections of the country they fall far short of providing facilities adequate to the proper enrichment of the lives of the 10,000 students now seeking a higher education in North Carolina.

Annual Additions

From the table appearing elsewhere in this issue taken from the North Carolina Library Bulletin for June, 1922, there were 416,353 volumes in the libraries of 26 North Carolina colleges, the State Library, and the Library of the Supreme Court, and 27,960 were, in the libraries of six colored institutions. The grand total was 444,313 volumes. These same institutions added a total of 25,479 new books during the year and regularly received 2807 newspapers and periodicals of a permanent nature. No statistics of income and expenditure were given. Six of the institutions added less than 100 volumes during the year. The actual figures were from 16 to 62. Five added between 101 and 200 volumes, nine between 201 and 500, four between 501 and 1000, six between 1001 and 2000, one between 2001 and 8000, and one over 8000. That is, the grand total of the whole lot, including State Library and Supreme Court, was only 25,479, a total less by 505 than the 25,984 added to the library of the University of California alone. The Library of the University of Michigan came within 26 of the total, Yale doubled it, and Harvard with 73,100 volumes practically trebled it!

Total Collections Small

Not only are the annual additions small but the collections to which they are added are far too limited. To add 16 volumes to a collection which at the end of the year totals only 2014 is quite different from adding 2047 to a collection which at the end of the year totals 59,000, or 25,453, in the case of Michigan, to an exclusive total of 457,847.

As compared with the libraries of colleges and universities in the North and West, the libraries of these North Carolina institutions are fearfully outdistanced. Wesleyan University, the Methodist college of Connecticut, had

125,100 volumes in 1921. Haverford College, the Friends college of Pennsylvania, had 80,000; the State Normal College of Michigan had 45,000; the State Agricultural College of Iowa had 80,000; the Wellesly and Smith, two colleges for women in Massachusetts, had 100,000 and 78,600 respectively, and the collections at Johns Hopkins and Princeton, not to mention the really big collections of Columbia and Yale and Harvard, ran well up beyond the quarter of a million mark.

In failing to have such libraries at their disposal North Carolina students are missing one of the fundamental essentials to a well rounded education a fact which the state, the church, and particularly wealthy private citizens should see changed, and changed instantly.

THE UNIVERSITY LIBRARY

The year 1921-22 has been the most distinctive in the history of the University of North Carolina Library for the following five reasons: (1) One hundred and twenty-seven years after the founding of the University and 222 years after the establishment of the first North Carolina library at Bath, the Library reached the 100,000 volume mark, thereby sharing with Virginia and Texas the distinction of being one of the three university libraries in the South having more than 100,000 volumes; (2) It added \$634 new volumes during the year, or more than one third as many as all the public libraries in the State combined; (3) It subscribed to 1005 magazines and learned journals; (4) It increased the titles in the North Carolina collection by 775 volumes and 2109 pamphlets; and (5) It definitely set about studying plans for the erection of a new library building which, when erected, will provide seminars for graduate study, special rooms for cataloguing and administration, equipment for mending and binding, space for collection of maps, bound newspapers, and prints, cases for the exhibition of manuscripts and early forms of printing, apparatus for photographing rare documents, rooms for the use of investigators in the fields of North Carolina and Southern history, space for the training of teachers and librarians in library work, and will meet in every way the needs of a modern university.

In three other respects the year was distinctive: (1) Its funds for books, periodicals, and binding amounted to \$22,500; (2) In the number of books received it equaled Johns Hopkins for the year 1920-21; and (3) During the Summer School it circulated 16,892 volumes, of which only 4 per cent were fiction, the per capita circulation for the 1345 students being 12.1 for the six weeks.

SCHOOL AND COLLEGE LIBRARIES

in North Carolina, in 1921-22.

School or College	Vols. Added	Total Vols.	Periodicals
Appalachian Training School	90	8398	25
Atlantic Christian College (1)	16	2014	25
Concordia College	180	5279	
Cullowhee Normal	676	1046	23
Davidson College (2)	1340	19208	91
E. C. Teachers College	192	2460	65
Elon College (1)	251	9508	103
Flora McDonald College (1)	240	4876	
Greensboro College	307	8468	65
Guilford College	298	8444	71
Lenoir College	890	3810	42
Mars Hill College	158	1907	30
Meredith College	1440	10291	106
Mt. Pleasant Collegiate Inst.	18	4816	11
Normal & Collegiate Inst. (1)			
Normal & Indus. Inst.	92	2883	10
N. C. College for Women	1742	16817	199
Peace Institute		3000	
St. Genevieve-of-the-Pines	240	12240	20
St. Marys' School (1)	200	4138	73
Salem Academy and College	500	8164	60
State College of A. and E.	425	10790	188
State Library (3)	1796	49107	52
State School for the Blind	100	1500	15
Supreme Court (3)	497	23856	
Trinity College	2047	59000	202
University of North Carolina	8634	108405	1005
Wake Forest College	1423	26928	101
Total	23,793	416,353	2,579
Albion Academy (colored) 1	300	2146	10
Biddle University (colored) 1	700	9354	18
Agricultural and Tech. (colored) 1	115	2912	60
St. Augustine (colored)		7000	
Shaw University (colored)	536	5866	25
State Normal School (colored)	35	682	115
Total (colored)	1,686	27,960	228
Grand total	25,479	444,313	2,807

Footnotes:— 1. No report received this year. 2. 10266 books were destroyed by fire, November, 1921. 3. Listed here for convenience.

THE UNIVERSITY OF NORTH CAROLINA

NEWS LETTER

SEPTEMBER 27, 1922 CHAPEL HILL, N. C.

DOES NORTH CAROLINA READ?

NEWSPAPER CIRCULATION

When the New York publisher made the statement that his firm sold more books per capita in North Carolina in the fifties than in 1920, he was talking of books, not newspapers and magazines.

But what if he had included them? Could the same statement concerning them be substantiated?

Comparative statistics on this subject are not available. The circulation figures of several of the national weeklies and monthlies and the state dailies are available, however, and, whether the record back in the fifties was good or bad, the showing for North Carolina today is far from pleasing. Certainly North Carolina reads newspapers and magazines. But she falls utterly to read her quota. In the reading of daily newspapers, forty-four states make a better showing. See the table elsewhere in this issue.

Unpleasant Facts

Statistics published in 1921 by the circulation and advertising departments of The Ladies Home Journal, The Literary Digest, and The Saturday Evening Post—three of the most popular and widely disseminated journals of the country—show that North Carolina stands near the foot of the ladder in her reading of these publications.

One North Carolinian out of every 138 receives a copy of the Literary Digest, or did in 1921, while the average for the United States was one in every 85. Only one person in 149 in North Carolina received a copy of The Saturday Evening Post, against an average of one in every 50 throughout the rest of the country. North Carolina postmasters and news agencies delivered one copy of The Ladies Home Journal to one person in 116, whereas their colleagues throughout the country did practically twice as big business. They handed out a copy to an average of one out of every 65 men, women, and children, which means, of course, that North Carolina, when measured by averages, receives less than one half her quota of these publications. Stated differently in the terms of rank among the forty-eight states, Oregon ranks first in the circulation of The Ladies Home Journal with one copy to every 33 inhabi-

tants, North Carolina ranks 40th, with one copy to every 117, and Mississippi stands at the bottom with one copy to every 181 of her citizens. In the case of The Literary Digest and The Saturday Evening Post, North Carolina ranks 42nd and 46th respectively, while California leads in both instances with one copy to every 41 and 22 inhabitants respectively.

Among Ourselves

Coming closer home than California, North Carolina makes a poor showing among her immediate neighbors. In the case of The Ladies Home Journal (the State makes its best showing in its reading of this publication, thanks to the women, rather than in The Literary Digest and The Saturday Evening Post) North Carolina ranks 40th. Florida (assisted by her tourists, possibly) ranks 25th; Maryland, Missouri, Oklahoma, Virginia, and Texas also stand ahead of her, Tennessee equals her, and Kentucky, Arkansas, Georgia, South Carolina, Louisiana, Oklahoma, and Mississippi stand below her.

In the case of The Literary Digest Arkansas, Alabama, Georgia, South Carolina, Kentucky, and Mississippi fall below her, whereas in the case of The Saturday Evening Post all outrank her except Mississippi and South Carolina.

County Quotas

Coming still closer home, the analyses of circulations furnished by these three journals together with The Progressive Farmer make clear the further fact that not all North Carolina counties read equally. The national advertiser who runs a page advertisement in The Literary Digest, for example, does not have the same number per capita of readers in all of the 100 counties. Only 3 copies of this publication were received by or sold to residents of Graham county during the week in April, 1921, when the audit was made. But even with that the average of one copy to every 1624 in-

habitants was higher than that of Alleghany with 4 copies distributed over a total population of 7403, or one copy to every 1850 inhabitants! Buncombe, on the other hand, with its 64,148 inhabitants, received 1454 copies, or one copy to every 44 inhabitants, and thereby led the State, while Mecklenburg, New Hanover, Pasquotank, and Wake followed in close order with 65, 67, 70, and 73 respectively.

Among the Farmers

An analysis of the circulation of The Progressive Farmer shows the same thing, with the difference that the leadership passes from Buncombe to Randolph. Randolph, with a total mailing list of 978 (at the time the audit was made) led with one copy to every 31 inhabitants. Buncombe dropped to 88th position with one copy to every 117 inhabitants, and Alleghany, which was so inhospitable to The Literary Digest, moved up six places from the bottom to 94th, with one copy to every 160 of her citizens, yielding the cellar position to Dare with a total of twelve copies to a population of 5115, or one paper to every 426.

Combined Circulation

Analyses of the circulations of single papers, however, do not give an adequate picture of what North Carolina counties read. Consequently, the combined circulation of The Literary Digest, The Ladies Home Journal, The Saturday Evening Post and the Progressive Farmer is given in a table appearing in another issue. Together, they give a cross-section picture of North Carolina reading never given before, and one which should receive the careful study of everyone interested in the economic as well as the social and cultural development of the state.

From even a most superficial study of this picture, two facts are distinctly clear. North Carolina is not reading her quota of the standard journals of the country; and the counties which do not contain large cities, with highly organized public libraries, book stores, and news stands, read far less than those that have these facilities.

Buncombe, with a total of 5000 copies of the four papers combined, leads with the highest per capita circulation of one copy to every 13 inhabitants. Mecklenburg has the greatest total, 5310, but ranks 3rd, being outdistanced by New Hanover with a total of 2967, or one paper to every 15 people. Forsyth, in spite of the fact that it contains the largest city in the state, is outranked by 16 counties.

At the other end of the table Alleghany, Ashe, and Graham fill the 98th, 99th, and 100th positions, the 4872 inhabitants of Graham achieving the distinction of receiving 1 copy of The Ladies Home Journal, 2 copies of The Saturday Evening Post, 3 copies of The Literary Digest, and 20 of The Progressive Farmer—26 copies all told, or one to every 187 inhabitants.

Two other observations might be made. North Carolina country areas are largely unaware of what the rest of the world is thinking about, so far as it is reflected in the magazines of the day; and the high average for Buncombe and Moore counties (in which the principal tourists resorts of North Carolina are located) may be due to the visitors rather than home-stayers!

State Papers

Few generalizations can be made concerning the reading of state papers by North Carolinians, as no analysis of circulations is available except by towns. The Greensboro Daily News, Charlotte Observer, News and Observer, North Carolina Christian Advocate, Biblical Recorder, Charity and Children, Orphan's Friend, and The News Letter have mailing lists running from about 17,500 to 27,500.

With few exceptions copies of these are received by subscribers in all of the 63 towns in the State having a population of 2000 or more. In that sense they are statewide, and counting five readers to each copy, the average reading public for these publications is from 87,500 to 137,500. The Progressive Farmer and the North Carolina Health Bulletin with North Carolina mailing lists of approximately 50,000 each, are

read by about 250,000 of the population, or one person in ten.

State Dailies

But in one instance comparisons are possible. The Editor and Publisher of June 10, 1922, prints the total circulation of all the dailies, both morning and Evening, throughout the United States. On April 1, 1922, North Carolina's 9 morning and 27 evening papers were circulating 188,781 copies, or one copy to every 13.5 inhabitants. Massachusetts led the country with a total circulation of 1,971,110, or one copy to every 1.9 inhabitants. The average for the United States was 3.6 inhabitants per subscriber. North Carolina ranked 45th. South Carolina and New Mexico stood immediately below North Carolina with 15.2 and 16.9 respectively, while Mississippi plumbed the depths of apparent adult illiteracy with only one copy to every 37.1 inhabitants.

THE WESTERN WAY

On July 1, 1918, forty-two of the 58 counties of California had established county libraries under the state library law. Of the 42, thirty-eight received an annual maintenance fund of \$539,458, contained 945,856 volumes, maintained 2390 branch libraries, and served 1549 school districts. Every library was directed by a certificated librarian, and the whole system had the benefit of expert library supervision.

In 1919-20, the state of Wisconsin required every high school to employ a library-trained teacher to have charge of the high school library.

DAILY NEWSPAPER CIRCULATION

On April 1, 1922, as per the Editor and Publisher June 10, 1922

Covering (1) the combined circulation of dailies published in each state, and (2) the number of inhabitants per subscriber.

The total for the United States was 29,198,665, or 3.6 inhabitants per subscriber.

In N. C. the combined circulation of our 36 dailies was 188,781, or 13.5 inhabitants per subscriber. Forty-four states made a better showing, and 10 of these were southern states—namely, Florida, Oklahoma, Texas, Tennessee, Louisiana, Kentucky, Virginia, Georgia, Alabama, and Arkansas, in the order named.

L. R. Wilson, Librarian, University of North Carolina

Rank	States	Total Circulation	Inhabs. per paper	Rank	States	Total Circulation	Inhabs. per paper
1	Massachusetts	1,971,110	1.9	25	Delaware	39,870	5.5
2	New York	4,973,329	2.0	26	Florida	172,103	5.6
3	California	1,542,202	2.2	27	Maine	132,229	5.8
4	Oregon	313,728	2.4	27	Oklahoma	346,655	5.8
5	Missouri	1,348,503	2.5	29	Texas	778,760	5.9
6	Illinois	2,471,603	2.6	30	Tennessee	386,193	6.0
7	Ohio	2,132,532	2.7	31	Montana	84,776	6.4
8	Washington	471,493	2.8	32	Vermont	52,896	6.6
9	Pennsylvania	2,890,857	3.0	33	New Hampshire	65,987	6.7
10	Rhode Island	188,972	3.1	34	Wyoming	26,534	7.3
11	Colorado	291,571	3.2	35	Louisiana	242,362	7.4
12	Maryland	437,502	3.3	36	Kentucky	307,561	7.8
13	Indiana	853,161	3.4	37	Virginia	282,105	8.1
13	Minnesota	691,197	3.4	38	Idaho	52,407	8.2
15	Michigan	1,023,392	3.5	39	South Dakota	75,263	8.4
16	Connecticut	363,949	3.7	40	West Virginia	171,782	8.5
17	Nebraska	340,028	3.8	41	Georgia	311,538	9.2
18	Iowa	614,663	3.9	42	Alabama	220,442	10.6
19	Utah	97,786	4.5	43	North Dakota	58,911	10.9
20	Nevada	16,074	4.8	44	Arkansas	137,394	12.7
21	Kansas	360,472	4.9	45	North Carolina	188,781	13.5
22	Wisconsin	524,104	5.0	46	South Carolina	110,535	15.2
23	Arizona	62,281	5.3	47	New Mexico	21,276	16.9
23	New Jersey	585,729	5.3	48	Mississippi	48,234	37.1

